

Advertisement Info 2019

ESTHETIQUE

PUBLISHER:

Danish Cosmetology Association
Skanderborgvej 230 · DK-8200 Aarhus

ABOUT ESTHETIQUE:

DKF publishes the trade magazine ESTHETIQUE for professional beauty executives, including cosmetologists, cosmeticians, nail and eyelash technicians, makeup artists, micro pigmentation specialists, stylists, beauty consultants, spa and wellness providers and selected cosmetics chains. Through professional articles, product coverage and interviews we inform, entertain and inspire our readers. We focus on new trends and news in beauty and wellness which are relevant to our target audience, and we address issues relating to working life, job satisfaction, personal development and success.

EDITORIAL AND ADVERTISING:

Editor's email address: esthetique@dkfnet.dk
Responsible editor: Jes M. Dam jes@dkfnet.dk
Email address for ads and classified/
supplier register: post@club1.dk

ISSUE:

4,575 pcs

DISTRIBUTION:

Addressed distribution to beauticians, cosmeticians, nail technicians, makeup artists, eyelash technicians, micro pigmentation specialists, stylists, beauty consultants, spa and wellness providers and selected cosmetics chains.

ADVERTISING MATERIAL PROVIDED TO:

Club 1 Reklamebureau
Tværgade 20
DK-4800 Nykøbing F.
Tel.: +45 5488 0374
post@club1.dk

TECHNICAL INFORMATION:

Format: A4 (210 x 297 mm)
Paper: 130 grams Gloss.

LOGO, PHOTOS AND FONTS:

Logo, illustrations, images and more: - 350 dpi.
Colours as Pantone separated in CMYK.
Fonts must be in PostScript.

ADVERTISING MATERIAL:

Supplied as a complete print-ready PDF or as portable media (including a print).
Ad size + 3 mm bleed

RELEASE/DEADLINE

NUMBER 1: 7 FEBRUARY

Deadline/reservation 14 January
(print-ready material for ads by 18 January)

NO. 2: 25 APRIL

Deadline/reservation 20 March
(print-ready material for ads by 4 March)

NO. 3: 5 SEPTEMBER

Deadline/reservation 12 August
(print-ready material by 16 August)

NO. 4: 24 OCTOBER

Deadline/reservation 1 October
(print-ready material by 8 October)

NO. 5: 12 DECEMBER

Deadline/reservation 18 November
(print-ready material by 22 November)



Trade Magazine for Beauticians,
Cosmeticians, Nail and Eyelash
Technicians, Makeup Artists and
Micro Pigmentation Specialists

ADVERTISEMENT SIZES AND PRICES

Back cover DKK 9.475,-
Str. b: 210 x h: 297 mm. (+ 3 mm bleed)

1/1 page DKK 8.475,-
Size b: 210 x h: 297 mm. (+ 3 mm bleed)

1/2 page DKK 5.750,-
Size b: 180 x h: 125 mm.

1/4 page DKK 3.650,-
Size b: 85 x h: 125 mm.

1/8 page DKK 2.300,-
Size b: 85 x h: 58 mm.

Become a service member of the DKF and get a 20% discount on advertising (regardless of volume). Or get a yearly agreement with 5 ads within one year and get a 25% discount (not applicable to classified ads in the supplier list)

All ad module prices apply to finished delivered material (see Technical Information) and include: 4-colour match print

Classified/supplier register
Per release DKK 350,-
5 releases DKK 1.500,-
(DKK 300 invoiced by release, continuously until termination.) Max. 9 lines in a column.
Prices excl. VAT

